

# EAST COAST HOME+DESIGN





# NOBODY DOESN'T LIKE DURALEE

Story by Susan Heller

In the Field







The classic advertising meme, “Everybody doesn’t like something, but nobody doesn’t like Sara Lee,” hails from the same era as the fabulous fabrics of Bailey & Griffin, now revived and revitalized by Duralee Fabrics. What is brilliant, is that Duralee (an upscale home-design company) has retained the essence of the classic luxury brand while adding elements that make it relevant and fresh for today.

The discovery of the sizable archive of screens for the brand came as a complete surprise. They were spotted as executives combed through a treasure trove of materials including, artwork, fabric and wallcovering designs at a printwork in Westerly, Rhode Island. The mill, which was part of an acquisition made by Duralee in the summer of 2012, has been in existence since 1937. There is lovely historical symmetry here, because the best way to ensure the re-envisioned brand retains the same luxurious look and feel it was known for, is to utilize the very same mill that originally produced it, one of the only hand-screened

## COMPLETE SITE DEVELOPMENT FOR OUTDOOR ENVIRONMENTS



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print mills in the country. The Griswold Textile Mill is widely known for its hand-printed, artisan quality fabric. Each Bailey & Griffin pattern calls for use of a specific fabric, though much of the collection is printed on the finest heavy gauge linen, suitable for upholstery without backing, and is specially dyed to provide a consistent base-cloth color.

Looking from one end of the double print tables, it is a full fifty feet to the far end. Two printers, one on each side; align the screen, squeegee the dye and inspect the imprint as they lift the screen for the next section of cloth. There can be as many as fourteen colors in any given print, which makes the process very labor-intensive. But it's worth it. Interior Designer Anne Hahn says, "When I saw the scope of the archives, I knew we could take designs that were relevant, 30, 40, 50, 60 years ago, and make them ideally suited for today."

Toward that end, the colors have been updated and significantly, the scale of the patterns has also been adjusted. VP of Marketing Robin Gordon, explains. "Today, the homes that we live in have vistas that are grander, the living spaces are much bigger than they were in Bailey & Griffin's heyday. In order for these designs to make the appropriate impact, they require a color saturation and pattern scale that can hold its own in an enlarged space."

In the world of home design, border print elements are also making a comeback. Bailey & Griffin have that design piece in their repertoire as well, and like all things design-oriented, application is key. Duralee is a To The Trade design resource company, which means they sell directly to designers. Consumers can create an account to view the product online, create a Favorites list, or visit a showroom. Pillows, curtains, border prints, upholstery, a good designer knows how to utilize all of these elements to actualize new and different looks that enhance the ambiance created by the visual presentation of the fabric.

Robin says, "I don't think Bailey & Griffin is the solution to redoing an entire home – it is something you can incorporate into a room and the expertise of a designer is to work with a customer's current presentation, to revitalize and reinvent the space. With Bailey & Griffin, you have the option to add it to a current design or make a statement with it as a primary focus."

That said, there are some customers who already have Bailey & Griffin in their home and want to add additional elements in the same pattern. Bailey & Griffin received a request to print a pattern that is not in their current catalogue – something that can only be done for a specific number of yards. Nancy and Henry Kissinger had utilized a particular Bailey & Griffin pattern, they needed more of it, and they wanted to have some extra on hand. That pattern, Peonies Pomegranate, has joined the first of the projected two book Bailey &



Griffin Collection, which now includes 40 patterns. The second book, due out next year, will increase the collection, adding another 15 patterns that will, with various color choices for each new pattern, add up to an additional 60 to 70 design choices.

Proud to be Made in America, prices for Bailey & Griffin fabrics range from \$140 - \$240 per yard. Contact your designer for specific pricing and inventory information. Don't have a designer? Contact Customer service at 800-275-3872 or visit [www.duralee.com](http://www.duralee.com).

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